

ARIZONA HISTORICAL ADVISORY COMMISSION

May 30, 2006

MINUTES

The Arizona Historical Advisory Commission (AHAC) met at 1:00 pm. on May 30, 2006 at the Arizona State Library, Archives and Public Records, in the Director's Office Conference Room, at 1700 W. Washington, Suite 200, Phoenix, Arizona 85007.

ATTENDANCE

Members

Jim Garrison, State Historic Preservation Officer
State Historic Preservation Office, Arizona State Parks
GladysAnn Wells, Director
Arizona State Library, Archives and Public Records
Melodee Jackson, Director, Constituent Service
Office of the Governor
Ann Mary Johnson (substitute for Julie Yoder)
Arizona Humanities Council
Shelley Cohn, Retired
Representing the Arts Community
Suzanne Guery (substitute for Beth Vershure)
Arizona State University
Noel J. Stowe, Chair/Professor of History
Arizona State University
John Driggs, Chairman
Phoenix Heritage Commission
Hartman Lomawaima, Director
Arizona State Museum
Ken Travous, Director
Arizona State Parks
Catherine May, Senior Historical Analyst/Archivist
Salt River Project

ABSENT

Members:

Richard Sims, Director
Sharlot Hall Museum
Anne Woosley, Executive Director
Arizona Historical Society
Betsy Stunz-Hall, Representative
Arizona Library Association
Julie Yoder, Executive Director
Arizona Humanities Council
Beth Vershure, Station Manager, KAET-TV Channel 8
Arizona State University

Guest:

Melanie Sturgeon, Library, Archives and Public Records
Zee Peters, Library, Archives and Public Records

CALL TO ORDER

Acting Chairman Jim Garrison called the meeting to order at 1:20 pm.

APPROVAL OF MINUTES

April 25, 2006 Meeting Minutes

Motion: Shelley Cohen motioned that the minutes of the April 25, 2006 non-official meeting be approved. GladysAnn Wells seconded the motion.

Motion passed to approve the minutes of the April 25, 2006 non-official meeting.

INTRODUCTIONS/ANNOUNCEMENTS

GladysAnn announced Richard (Sims) called this morning, and he has resigned from AHAC. He has accepted a job as the Montana Historical Society Director, and so he is not going to be with us any longer. He leaves June 30th and will start that position after July 1st.

Wells stated by our own by-laws, the July meeting is the pivotal meeting, because it's the meeting we elect officers, and when any term changes happen. Technically anyone of the statutory members or anyone of the other officers can stand in till then. Unfortunately, Ann is not going to be able to come to either meeting, so that means it's up to Jim and Noel to keep this going.

Melodee Sturgeon: This is just an information item. You probably are not aware but we do have the papers of the Arizona Revolutionary War Bicentennial Commission in the archives, and I was looking through their reports to see the kind of things they were doing, and one of the reasons they felt they were successful when they started was that they got all of the government organizations that have the state divided into different regions, and they got them all involved in this from the very beginning, so that they all came on board and worked in their regions to do it. I thought you might be interested. I copied a couple of pages and know you have a lot of paper. I'm not asking you to read this now, but there's a lot of interesting information in here about projects that came out of this – preservation projects, cultural projects, collecting history projects, and all those sort of things, so I thought these five pages here you might be interest in looking at this sometime to see how they approach this, because it seems to me like there's no reason for you to reinvent everything since we do have their records. So, I'm must going to pass this around, and should you feel so inclined and have nothing to do, you're welcome to come and read their minutes, because they really did a lot of very interesting things with a lot of interesting projects throughout the state. Thank you very much.

Discussion/Action items

Approval of By-Laws

Motion: Wells Motioned to approve the By-Laws and Shelly Cohen second the motion.

Motion to approve the By-Laws passed.

The approved By-Laws were signed by Noel Stowe, Vice Chairman. (Richard Sims resigned today, May 30, 2006 because he is moving to Montana.)

Outline a draft for Statewide Plan – identify stakeholders, who should be keeping an eye on us.

Statewide plan project was split up between various committee members to write different sections of the Statewide Plan:

Richard Simms – Imagining the Centennial
Noel Stowe Introduction of the 75th volume
Hartman – Indian Nation Section
GladysAnn – Political Context
Betsy - Strategic Plans
Beth & Shelly – Who We Are
GladysAnn & Betsy – Taking Stock of the Present
Melanie – Countdown to the Centennial

Action Item: Committee Members will get their sections to GladysAnn & Juanita before next meeting in June to be incorporated into current Statewide Plan.

Application for Arizona Centennial 2012 Legacy Project

The second draft application of the Arizona Centennial 2012 Legacy Project was reviewed and the following suggestions were made:

1. Application should state Legacy Project Criteria as instead of Application.
2. Application should state attach a maximum of three pages that address the following areas, in the order listed to avoid a 20 page detailed budget.
3. Application should state attach a proposed budget, showing total project cost and funding sources.
4. Add statement in application stating “This is a request for official designation as an Arizona Centennial Legacy Project” with a list of items to be considered.
5. Move the bottom section 1 – 6 under applications.

Motion: Jim Garrison motioned to approve the 2012 Legacy Project with the above mentioned modifications. Shelly Cohen seconded the motion.

Motion to approve the 2012 Legacy Project Application with the mentioned modifications passed.

Potential Legacy Projects

Motion: Melodee motioned that we get it (application) in final form, electronically, and that we make it available to all committee members to distribute on their websites and to their membership. GladysAnn seconded the motion.

Motion to distribute the final Application for Potential Legacy Projects electronically, and make it available to all committee members to distribute on their websites and to their membership passed

Each committee member will draft their own cover letter to go along with the application and give GladysAnn a copy of the letter for archival records and our files.

Noel Stowe stated that when we do the plan, we ask all the members who put the application form on their website that they also put up a link to the plan.

Outreach – Staffing Committees, Candidates & Categories

Noel Stowe stated people should figure out what they want to do and send in something in advance so he can bring it to the meeting and we would have more structures.

Garrison stated the membership of AHAC is up to GladysAnn, that the subcommittees are up to us and Noel. Jim said he assumes somebody like John, the development committee, shall work with both the public and private sectors to secure funds for AHAC. Each of us should come to the next meeting. I assume people can be members of more than one committee, and we want to populate these committees with non-AHAC members. And hopefully, when we get to that point, maybe the committees can attend our meetings on a regular basis. The idea would be to transfer a lot of what we're doing over to committees and move forward with committees, and hopefully get back on a quarterly meeting structure for the committee as a whole.

Action Item: All committee members should be prepared to volunteer to serve on a committee(s) at the next meeting and send Noel ideas in advance.

Garrison suggested this item be deferred until next month.

Review Draft award letter and agreement for the people awarded projects

Cohen had two questions regarding the draft letter. One, if we are not giving people money, and they are just being designated. How much? What level of expectation do we have for them to report to us what happened? Are we equipped to do that level of monitoring? I just raise it as something we should be mindful of.

Stowe said it doesn't say we monitor. It does say we will be asked. You can take out the will be asked, and say submit.

Wells prefers the way it is written here, because she thinks it would behoove us to write a letter to each of the designated projects and ask for a final report to be part of State Archives, and, yes, we can take care of it.

Guery said she thinks positioning it that way, as part of our State Archives helps them understand that it is going to be used for something.

Wells agreed and said that we are not monitoring them. We're simply informing the public record, documenting what happened. She volunteered to work on that paragraph.

Lomawaima suggested a letter also be drafted for those applications that are denied

Motion: Lomawaima motioned that we accept the letter Julie Yoder drafted as the official letter to applicants authorizing them as a legacy project. Driggs seconded the motion.

Motion to accept the letter as the official letter to applicants authorizing them as a legacy project passed with two amendments to it.

Centennial Logo

Shelly Cohn stated the Centennial Logo is hard to read on the letterhead and needs to be modified. There are standards for websites as being understandable by people with disabilities. Everyone should be able to read Centennial and Arizona.

The statutory institutions, not the members' names (since they could change), listing all committee members' institutions need to be put in alphabetical order.

Cohn added that it meets ADA standards and stated you have to be able to read Centennial and Arizona. There needs to be contrast between the colors. I'm just sensitive to that.

Johnson said she likes it, but thinks it is important to be able to read the word Centennial, if that's what you are getting people to designate it as.

Garrison said probably, as an issue of scale, it should be the smallest logo usable.

Driggs said that could be fixed by simply enlarging it, so when I go to the artist who did this.

Guery said there are registered standards. Maybe it should be that it is the logo pending approval from the registration, because if it is not registerable.

Stowe said No, I don't want to go pending because it will be two years from now. I'd like to approve this in concept as the logo, subject to ADA standards, but that we are talking about the little shield here.

Guery said but if it comes back that it is not registerable, that you are infringing on someone else's mark, don't you want to know in advance that you are not infringing before you start using it?

Stowe said, well, that's inherent in the idea that someone can figure out how to register it.

Guery said that's what I'm saying, pending that you are allowed to register it.

Stowe said, well, I'd like to get us moving toward registering it.

Garrison said if it comes back that we cannot register it....

Jackson added that nobody else will be able to register the Arizona Historical Advisory Commission as Arizona's Centennial logo.

Guery said, but that's not the mark we're talking about. Someone else could be using.

Jackson said but that is the mark, the logo of the Arizona Historical Advisory Commission. We didn't register this Quarter thing.

Guery said no one can own the word Arizona. No one can own the Arizona flag. So, you are owning it distinctively as you put the elements together for your organization.

Stowe said so we could own this as it exists. We need to do this before the other group seizes control. That was my urgency.

Motion: Stowe motioned to use the symbol (shield) as our logo and getting it registered or trademarked so that we control it exclusively. Wells seconded the motion.

Motion passed to use the symbol as our logo and getting it registered or trademarked so that we control it exclusively

Action: John Driggs will obtain a draft of a proposed letterhead with an improved readability Centennial Logo and circulate it among committee members. All we've done is said that this little shield logo, we want to pursue it, get it registered, make it readable, all of those things. That's all we've approved at this point.

May's comment: John mentioned the word "celebrate", and I feel pretty strongly that celebrate was a word that we decided to sort of veer away from, and that we're talking about commemorate, which is a much more inclusive tagline than celebrate.

Garrison said, so you think we should say commemorating Arizona's Centennial?

Driggs said, Well, I would much rather say nothing. At least celebrating connotes some kind of action. I mean, I didn't come up with the word. This was the proposal when we did the packet. Obviously, for the purposes of the letterhead, it doesn't need to be a great media thing. Maybe it should just be the Arizona Centennial and the date. We need to have Arizona Historical Advisory Commission on there. That probably should have the most attention. I don't know. GladysAnn, what do you think? I mean, the way this is used – you have the Historical Advisory Commission, and maybe not quite as prominent as the Arizona Centennial. Do you have any feeling as to what we want to promote. What should be in the largest type? Or maybe I'll come back with a couple of options.

May said she thinks that it needs to be as open-ended and simple as possible. Even if it just said Arizona 1912-2012. At least it makes it clear that the Centennial. We don't have to worry about fighting with the centennial people. I don't mind having the webpage on there, but it could be on the bottom easily. I'm not as concerned about the design as I am about the word "celebrate".

Garrison said what we are talking about is the tagline, not the complete letterhead.

May asked, is talking about the word celebrating, talking about the tagline?

Garrison said, yes.

Driggs said; I'm happy to have the word go away.

Wells said, I think I would prefer, rather than have a tagline, to have Arizona Historical Advisory Commission, and then, keep it very, very simple, because to go back to Melodee's point, cause we're going to have to copy this, we're going to have to have it printed, and that's a lot of copper to do that, and it might be better just to not have all that blocked text. And what is important is the logo, and whose commission it is, and the date, and I think that I agree with Catherine. The website can go down below. Right now the information down below is not correct. I would just say simplify if very, very much, so that it will copy well, so that it is readable, so that it is simple, and I would sidestep the entire commemoration versus celebration because Noel and I were just trying to remember how we discussed it. I think one time we had it one way, and another time had it another. And I don't have time right now, while you all wait, to go back through all the minutes and find out where we talked about it. Let's keep it simple.

Driggs agreed and said keep it simple, and we are not going to put individual names on it, because that changes too fast, right?

Wells said, Right, just the statutory institutions in alphabetical order. So we can drop away from any discussion based on that about a tagline.

Driggs said, I think logo and letterhead.

Wells said, date, let it go.

Garrison said, Right. The reason we are so confused about this is that we have to wait till you come back with the letterhead before we move to the letterhead discussion. All we've done is said that this little shield logo, we want to pursue it, get it registered, make it readable, all of those things. That's all we've approved at this point.

Stowe said just as a comment. I think as we approve legacy projects, nobody is going to want to use the shield, but they just may want something that just says Arizona Centennial and the dates. There's a distinctive look.

Garrison said, and when we see these options that John is going to bring to us, there may be something that does that.

Peters: I'm not really part of the Commission, but I did want to point out that on your logo you do not have your dates anywhere. As to what the Centennial in the State of Arizona is. So I would encourage you. But you just said you were dropping that, so if you drop this, you no longer have any reference to the date. So you might want to consider adding the dates to your shield, or some way to denote what date-range you are talking about. I'm new to Arizona.

Driggs said a letterhead that we're going to use for our centennial commission, though that's not the official name of it. Every option that you'll see will have the dates on it. Centennial. People just need to be reminded of what the date is. I'm getting that all the time. Centennial, when is it? Oh, 2012.

Garrison said there's a February 14th part of 2012. There's 2012, and then there's legacy projects that may happen we don't know how long around that date.

Peters. It is important to know what the date is of 2012.

Stowe: I think also, this is designed. If this get used like this, and there are not dates. That's your point. Right now, that problem is solved because it had the rest down here. So I think, as we work on this, we need to think about that's how it is going to be used, and so you say we're talking about Papago Park over here.

Wells said, we'll see what John's artist comes up with.

Review & Approve AHAC Letterhead

Motion: Stowe motioned to approve the concept of using this language with a logo as an official designation of the commission, irrespective of the paperwork and everything. Stowe's motion is just to accept this as a concept. Jackson seconded the motion.

Motion unanimously denied until Driggs brings in draft(s) of the proposed letterhead.

BILL: HB2870 state government; budget reconciliation

Driggs reported that the initial bill was signed off by the leadership, both majority and minority, 100%.

Garrison stated there is one potentially good change, and those who are not employed by the state are eligible for reimbursement for expenses by the commission, pursuant to Title 3874, Article 2. He stated they never had that in the commission.

Report on Action Items

All the items were in the discussion items. No other discussion necessary.

Committee Reports

Committee Reports will start after the next meeting because we're just organizing the committees. No subcommittee reports, although the Historic Site Review committee, which is the standard committee that advises Garrison on eligible properties to the National State Registry places will be having a meeting, and so, now that we have bylaws, Garrison will be reporting in the future on the activities of the Historic Sites Review Committee.

Call to the Public.

No comments

Future meeting dates:

Next meeting will be June 27, 2006 at 1pm

Next Meeting Agenda Items:

- Plan and parts of the plan – we all heard and were assigned those tasks for the plan.
- The organization of the committees.
- Application for Arizona Centennial 2012 Legacy Project
- Centennial Logo & Letterhead

Closing Comments:

GladysAnn reminded everyone to link to the webpage, and provide a picture.

Garrison agreed that all committee members are supposed to provide a photograph of the commission member to show who the commission members are, along with a three sentence bio and link to the Centennial website from our individual agency over to the Centennial site and provide a link.

Motion: Cohn motioned to adjourn the meeting. Jackson seconded the motion

Acting Chairman Jim Garrison adjourned the meeting at 3:45 pm.

Respectfully Submitted

Juanita Cason
Arizona State Library, Archives and Public Records